

1. What is your organization or company? Give background history including by whom, when, and why it was founded.

My company is a bakery names Kitten Kakes. Three sisters founded kitten Kakes in March 2014. Their names were Alex, Stevie, and Sam. They first wanted to make a bakery together so they could have jobs together, but soon Sam went back to school to become a neurosurgeon, and Stevie followed her back to become a teacher. Alex was the only one left, but the company still stood strong.

2. What do they do or make - describe the products and services and what makes them unique.

Kitten Kakes Specializes in making cakes, cookies, and various other sweets. We have great cake makers, and decorators. Our cakes aren't expensive, and each one has had the right amount of time spent on it. A lot of our cakes are pet themed, and mostly cat themed. But we have all the regular cakes you may need, like birthday cakes, and we do take requests.

3. Describe the culture of the organization or company. What is the work environment like - the atmosphere? What is the building like - exterior/interior, architecture, fittings and furniture? How do the employees work together? What are the jobs and roles of individuals? How does management treat them?

Our employees are treated well and with respect. The boss, Alex, often works just as hard as all the others so they feel comfortable around her. Alex encourages all employees to be friendly, but does not force them to be friends. She just makes sure that no fighting occurs in the bakery. In the main room, where costumers look at and buy the sweets, the walls are a light blue. The floors are a light colored wood, and have white tables spread across the walls, with each getting a view out the window. Our employees are allowed to have breaks whenever they are not needed. There is a break room that has a coffee maker, a TV, couches, and sweets!

4. Who is the targeted audience? What are their demographics?

Our targeted audience would be from 5+ year olds. Kitten Kakes will sell to anyone willing to buy at a reasonable price.

5. What is the organization or company mission statement? Tagline? (Can be the same – Nike's is, "Just Do it!")

Our tagline is 'Made From Scratch'